

**World Trade Day
Thursday, May 1, 2008
7:30 a.m. to 2:00 p.m.
Grand Hyatt, 1750 Welton Street, Downtown Denver**

Governor Bill Ritter will provide keynote remarks and present the 2008 Governor's Awards for Excellence in Exporting at the opening breakfast and Michael Margolis, Vice President of Sales and Marketing for Crocs, will share Crocs amazing international story at the luncheon.

Panelist during the morning sessions will be senior executives from successful Colorado international businesses and organizations including Ciber, Touchstar, GeoEye, Denver Int'l Airport, Jeppesen, CH2M Hill, Colorado State University, JBS Swift, Applewood Seeds, Larabar, PricewaterhouseCoopers, JPMorgan Chase, Faegre & Benson LLP, and others. This year's WTD will also focus on how Colorado companies are affecting positive global social and/or environmental change.

For more information please see [World Trade Day 2008](#) or contact the World Trade Center Denver Tel: (303) 592-5760 Email: wtcdenver@att.net **Early Registration Deadline is April 23rd!**

WORLD TRADE DAY 2008

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7:30 A.M. TO 2:00 P.M.

Grand Hyatt, 1750 Welton Street, Downtown Denver

FOUNDATIONS *of* COLORADO'S EVOLVING GLOBAL ECONOMY



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28th Annual World Trade Day Conference

Colorado’s 28th Annual World Trade Day Conference will provide you with an opportunity to meet and hear from experienced international executives who have successfully led their businesses in the global marketplace. Learn about their strategies and how they mastered the challenges of doing business around the globe. **Governor Bill Ritter** will open the program and share his thoughts on the future of the Colorado economy and his administration’s plans to strengthen our position as an international trading partner and an attractive location for foreign investors. **Michael Margolis, VP Sales & Marketing for Crocs** will provide luncheon keynote remarks and share his insight into Crocs’ meteoric rise and global success.

Foundations of Colorado’s Evolving Global Economy

Colorado has been a compelling player in the global economy, with much of our success built around dynamic, high technology businesses and more recently our traditional agricultural industry. As Colorado continues to position itself in the rapidly changing global marketplace, industry clusters are critical to the state’s future economic base.

World Trade Day 2008 will focus on key industry clusters identified by the **Metro Denver Economic Development Corporation** as primary targets for Colorado’s economic development, retention and expansion efforts. The weak U.S. dollar is creating new international opportunities in both trade and investment and this year’s program will feature panels of industry leaders who are shaping Colorado’s global footprint.

Industry Sector Panels include speakers from leading Colorado companies such as:

- Ciber
 - Faegre & Benson LLP
 - Touchstar
 - Denver Int’l Airport
 - Jeppesen
 - PricewaterhouseCoopers
 - JPMorgan Chase & Co.
- GeoEye
 - Colorado State University
 - JBS Swift
 - Applewood Seeds
 - Larabar
 - CH2M Hill

This year’s WTD will also focus on how Colorado companies are affecting positive global social and/or environmental change. While the focus of the program rests squarely on international business, we look forward to spotlighting Colorado companies that are not only finding business success abroad but are also giving back to the global community.

World Trade Day Breakfast



Join us for a special World Trade Day 2008 breakfast featuring keynote remarks by **Colorado Governor Bill Ritter** and presentation of the **2008 Governor’s Awards for Excellence in Exporting**. Governor Ritter will share his thoughts on the future of the Colorado economy and his administration’s plans to strengthen our position as an international trading partner and an attractive location for foreign investors.

In his recent State of the State speech, Governor Ritter said “Keeping Colorado’s economy healthy, making sure businesses are able to stay competitive in a 21st century global marketplace, and creating job opportunities in every part of Colorado are important goals for me and my administration.” He referenced Colorado’s rapidly evolving New Energy Economy as an example that is already serving as a hallmark for what responsible and forward – thinking public policy can achieve. It’s a new direction for the entire state and is attracting attention and investment from around the world.

World Trade Day Luncheon



Michael C. Margolis has served as Vice President - Sales & Marketing for **Crocs™** since January 2005. From May 1995 to December 2004, Mr. Margolis was a founder and served as Vice President of Source Solutions, Inc., an apparel and merchandising company. He also successfully founded and ran a number of sporting goods and apparel companies prior to Source Solutions, and has extensive experience establishing and maintaining sales relationships with large retail chains. His leadership with Crocs™ has positioned the Company as one of Colorado’s great businesses success stories. Join us to learn more about Croc’s™ international vision and their innovative SolesUnited recycling program.

Bring your used Crocs™ to World Trade Day 2008!



SolesUnitedSM is the first-of-its-kind recycled footwear donation program. Give back your worn-out Crocs™ shoes to be recycled into new shoes and they will be donated to people in need around the world. In 2008, the organization plans to donate 2 million shoes to countries including: Armenia, Cambodia, Chad, Darfur, El Salvador, Guatemala, Haiti, Honduras, Malawi, Mali, Moldova, Philippines, Romania, Swaziland, Tanzania, Thailand, Vietnam, and Zimbabwe.

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World Trade Day Schedule	
Thursday, May 1, 2008: 7:30 A.M. – 2:00 P.M.	
7:30 A.M.	Registration and Networking Breakfast
8:00 A.M.	Opening Keynote: Governor Bill Ritter: Colorado on the Global Business Map
8:30 A.M.	Governor’s Export Awards
9:00 A.M.	Panel A - Colorado’s Thriving Outdoor Products Industry Panel B - Aerospace and Aviation Panel C - Food and Agriculture
10:10 A.M.	Panel A - Colorado’s Green Leaders Panel B - Information Technology Panel C - BioScience: Medical Devices and Instrumentation Panel
11:20 A.M.	Panel A - The Demise of the Dollar.....Rise of Exports Panel B - Colorado’s Evolving Energy Industry Panel C - Beverage Industry
12:30 P.M.	LUNCHEON
1:00 P.M.	Luncheon Keynote Address: Michael Margolis, Crocs
1:30 P.M.	World Affairs Challenge - Winning Presentation
2:00 P.M.	Close - World Trade Day 2008

Schedule subject to change.

No refunds or cancellations after April 23!

Conference & Luncheon Registration, May 1, 2008

Reservations and prepayment are required for World Trade Day 2008!

Choose your Event

- ☐ Individual tickets (includes breakfast & lunch) – by April 23
- ☐ Individual tickets (includes breakfast & lunch) – after April 23
- ☐ Breakfast only tickets – by April 23 (after April 23, \$50)
- ☐ Luncheon only tickets – by April 23 (after April 23, \$85)
- ☐ Corporate Tables at Luncheon
(includes hosted seating for 8 and 2 full program conference tickets)

Price	Number	Total
\$175	_____	\$ _____
\$200	_____	\$ _____
\$40	_____	\$ _____
\$75	_____	\$ _____
\$750	_____	\$ _____

Name(s) & Title(s): _____

Company: _____

Street/City/State/Zip: _____

Phone: _____ E-mail: _____

- ☐ Check here if you would prefer a vegetarian lunch
- ☐ You may enclose a check: payable to the Rocky Mountain World Trade Center Institute
Checks may be mailed to Rocky Mountain WTC Institute: 1625 Broadway, Suite 680, Denver, CO 80202
- ☐ You may pay by Visa or MasterCard. Reservations and payment may be faxed to 303-592-5228.

Visa/MC number: _____ Expiration date: _____

Cardholder's printed name & signature: _____

Continuing Legal Education (CLE) credits requested for the World Trade Day 2008 Conference.

For additional information on World Trade Day 2008, call 303.592.5760.

Proceeds from World Trade Day help support the programs of the Rocky Mountain World Trade Center Institute, a 501(c)(3) non-profit organization formed by the World Trade Center Denver to provide meaningful and needed programs and services to help our region grow and prosper as a recognized global center. Sponsorships are still available - call 303.592.5760.



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